
AUGUST 20, 2013

GSAS VISUAL IDENTITY



NYU

GRADUATE SCHOOL
OF ARTS & SCIENCE

There are two forms of the logo. Both include the institutional mark (torch in the box) with the NYU type aligned with the school name, separated by a thin rule.

The first version, or short logo, is the school's primary logo and the one that will most likely be used most often. This version uses the short-hand name most commonly referred to by students, faculty,

and staff when referencing the school. The short logo creates a strong graphical mark, is more flexible, and is easily recognized at a distance or in small sizes.

The second version, or formal logo, includes the full name of the school and is best used in instances when additional descriptive information will add value to the communications.

PRIMARY LOGO OR SHORT LOGO



Preferred size that
the logo should
appear on printed
material

.375"



Minimum size the logo
should appear

.25"



SECONDARY LOGO OR FORMAL LOGO



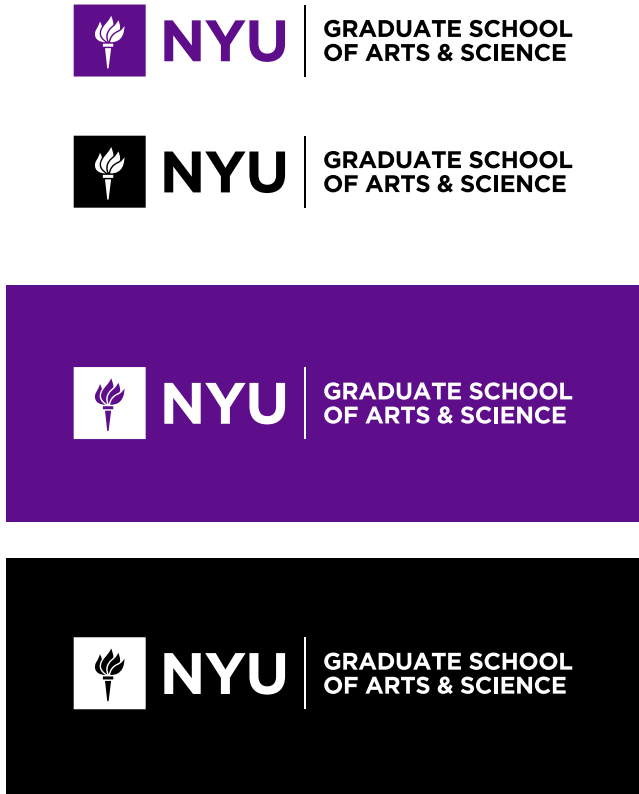
SECONDARY LOGO STACKED



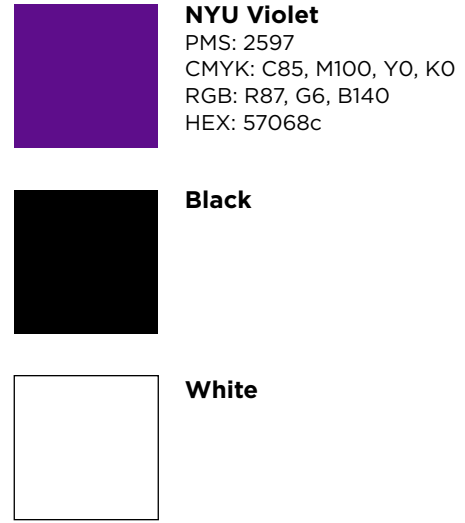
**GRADUATE SCHOOL
OF ARTS & SCIENCE**

PRIMARY USE

NYU Violet (PMS 2597) is a key branding element and whenever possible the logo should appear in purple and black. It can also appear as black-only when color is not available, or as white when used over a dark background.

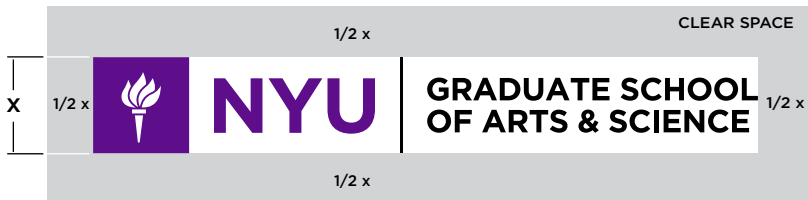


COLOR



CLEAR SPACE

For legibility and prominence, ensure that clear space is maintained around the logo. Photos, text and graphic elements must follow the guidelines illustrated here and stay outside the clear space.



MINIMUM SIZE

To maintain full legibility, never reproduce the logo at widths smaller than .25 inches tall for print and 30 pixels tall for digital.

There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page.

Print:



Digital (web, mobile, video, presentation):



DO NOT



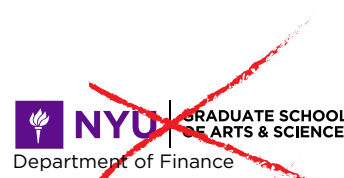
Do not color the school logo with other colors.



Do not rearrange the elements or redraw the school logo.



Do not color the torch in another color.



Do not lock up additional type inside the clear space.

LOGO PLACEMENT

Do not place elements in close proximity to the logo. Use top/bottom, left/right positioning to communicate hierarchy or organizational structure.

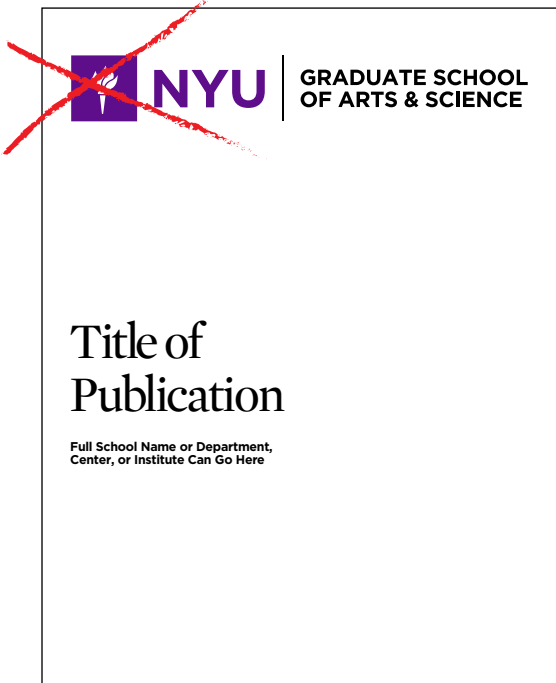


Use the logo in color with plenty of clear space surrounding it. Rather than centered, the logo aligns nicely when anchored into a corner.



In some cases when the background is too busy the logo can be reversed out of a bar, usually colored NYU Violet (PMS 2597).

DO NOT



The logo should never be the most dominant element on the page.

DO NOT



Do not use the logo over a busy background image.



Do not use the logo on dark backgrounds where there isn't enough contrast to stand out.



Do not allow the background to show through the torch.



Do not use the color logo over dark backgrounds.



Do not use the white logo over light colored backgrounds.

DO



Do use logo over backgrounds that allow the logo to read clearly.



Do use white logo over dark backgrounds.



Do keep the torch white in the full color logo version.



Do use the color logo over light backgrounds



Do use the white logo over dark colored backgrounds where there is strong contrast.